

INVOICE



WFSB
 333 Capital Blvd
 Rocky Hill, CT 06067
 Main: (860)728-3333
 Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
491620-1	09/09/12	September 2012	08/27/12 - 09/09/12

Station	Account Executive	Sales Office	Sales Region
WFSB	House- National	House-National-	National

Billing Address:

Media Strategies and Research
 Attention: Accounts Payable
 11350 Random Hills Road
 Ste 670
 Fairfax, VA 22030

Send Payment To:

WFSB
 BOX 13034
 Newark, NJ 07188-0034

Advertiser	Product	Estimate Number
Murphy For Senate 2012	September 3 - September	11731

Flight Dates	Order #	Alt Order #
09/03/12 - 09/09/12	491620	

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/04/12	09/04/12	Eyewitness News	5am - 5:30am	-T-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -T----- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 5:20 AM Eyewitness News 5am - 5:30am :30 MUPTV51H \$500.00 NM									
2	09/07/12	09/07/12	Eyewitness News	5:30a - 6am	----F--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----F-- 1 \$250.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 5:41 AM Eyewitness News 5:30a - 6am :30 MUPTV51H \$250.00 NM									
3	09/05/12	09/06/12	Eyewitness News	5:30a - 6am	--11---	:30	2	\$700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 --11--- 2 \$700.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 09/05/12 5:29 AM Eyewitness News 5:30a - 6am :30 MUPTV51H \$700.00 NM 2 WFSB Th 09/06/12 5:38 AM Eyewitness News 5:30a - 6am :30 MUPTV51H \$700.00 NM									
4	09/07/12	09/07/12	Eyewitness News	6am - 6:30am	----F--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----F-- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 6:10 AM Eyewitness News 6am - 6:30am :30 MUPTV51H \$400.00 NM									
5	09/04/12	09/06/12	Eyewitness News	6am - 6:30am	-111---	:30	3	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -111--- 3 \$950.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 6:15 AM Eyewitness News 6am - 6:30am :30 MUPTV51H \$950.00 NM 2 WFSB W 09/05/12 5:59 AM Eyewitness News 6am - 6:30am :30 MUPTV51H \$950.00 NM 3 WFSB Th 09/06/12 6:14 AM Eyewitness News 6am - 6:30am :30 MUPTV51H \$950.00 NM									
6	09/07/12	09/07/12	Eyewitness News	6:30am - 7am	----F--	:30	1	\$400.00	NM

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Advertiser	Product	Estimate Number
Murphy For Senate 2012	September 3 - September	11731

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----F-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 6:59 AM Eyewitness News 6:30am - 7am :30 MUPTV51H \$400.00 NM									
7	09/03/12	09/06/12	Eyewitness News	6:30am - 7am	1111---	:30	4	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1111--- 4 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/03/12 6:54 AM Eyewitness News 6:30am - 7am :30 MUPTV51H \$950.00 NM 2 WFSB Tu 09/04/12 6:55 AM Eyewitness News 6:30am - 7am :30 MUPTV51H \$950.00 NM 3 WFSB W 09/05/12 6:44 AM Eyewitness News 6:30am - 7am :30 MUPTV51H \$950.00 NM 4 WFSB Th 09/06/12 6:58 AM Eyewitness News 6:30am - 7am :30 MUPTV51H \$950.00 NM									
8	09/07/12	09/07/12	CBS: THE EARLY SHOW	7am - 9am	----F--	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----F-- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 8:25 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV51H \$250.00 NM									
9	09/03/12	09/06/12	CBS: THE EARLY SHOW	7am - 9am	1111---	:30	4	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 1111--- 4 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/03/12 8:28 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV51H \$600.00 NM 2 WFSB Tu 09/04/12 8:23 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV51H \$600.00 NM 3 WFSB W 09/05/12 8:53 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV51H \$600.00 NM 4 WFSB Th 09/06/12 8:55 AM CBS: THE EARLY SHOW 7am - 9am :30 MUPTV51H \$600.00 NM									
10	09/08/12	09/08/12	7a-9a Sat. Eyewitness New	7am-9am	-----S-	:30	1	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -----S- 1 \$175.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 09/08/12 7:10 AM 7a-9a Sat. Eyewitness New 7am-9am :30 MUPTV51H \$175.00 NM									
11	09/05/12	09/05/12	9am-10am	9am - 10am	--W----	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 --W---- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB W 09/05/12 9:45 AM 9am-10am :30 MUPTV51H \$400.00 NM									
12	09/04/12	09/04/12	11a-12p Price is Right	11am - 12pm	-T-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 -T----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 11:30 AM 11a-12p Price is Right 11am - 12pm :30 MUPTV51H \$500.00 NM									
13	09/07/12	09/07/12	3pm-4pm Syndication	2:58pm-4pm	----F--	:30	1	\$125.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/03/12 09/09/12 ----F-- 1 \$125.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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491620-1	09/09/12	September 2012	08/27/12 - 09/09/12
Advertiser	Product	Estimate Number	
Murphy For Senate 2012	September 3 - September	11731	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/07/12	09/07/12	3pm-4pm Syndication	2:58pm-4pm	----F--	:30	1	\$125.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 3pm-4pm Syndication 2:58pm-4pm :00 \$125.00 NM See MG 16.2, 16.3, 16.4									
14	09/04/12	09/06/12	Eyewitness News	5pm - 5:30pm	-111---	:30	3	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -111--- 3 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 5:27 PM Eyewitness News 5pm - 5:30pm :30 MUPTV51H \$1,500.00 NM 2 WFSB W 09/05/12 5:09 PM Eyewitness News 5pm - 5:30pm :30 MUPTV51H \$1,500.00 NM 3 WFSB Th 09/06/12 5:21 PM Eyewitness News 5pm - 5:30pm :30 MUPTV51H \$1,500.00 NM									
15	09/07/12	09/07/12	Eyewitness News	5pm - 5:30pm	----F--	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 ----F-- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 Eyewitness News 5pm - 5:30pm :00 \$500.00 NM See MG 16.2, 16.3, 16.4									
16	09/07/12	09/07/12	Eyewitness News	5:30pm - 6pm	----F--	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 ----F-- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WFSB Tu 09/04/12 5:51 AM Eyewitness News 5:30a - 6am :30 MUPTV51H \$700.00 NM MG for 15.1, 13.1, 16.1 4 WFSB W 09/05/12 3:14 PM 3pm-4pm Syndication 2:58pm-4pm :30 MUPTV51H \$400.00 NM MG for 15.1, 13.1, 16.1 1 WFSB F 09/07/12 Eyewitness News 5:30pm - 6pm :00 \$500.00 NM See MG 16.2, 16.3, 16.4 2 WFSB F 09/07/12 11:57 PM Late Night with David Letterman 11:35pm - 12:37am :30 MUPTV51H \$800.00 NM MG for 15.1, 13.1, 16.1									
17	09/04/12	09/06/12	Eyewitness News	5:30pm - 6pm	-111---	:30	3	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -111--- 3 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Tu 09/04/12 5:45 PM Eyewitness News 5:30pm - 6pm :30 MUPTV51H \$1,500.00 NM 2 WFSB W 09/05/12 5:42 PM Eyewitness News 5:30pm - 6pm :30 MUPTV51H \$1,500.00 NM 3 WFSB Th 09/06/12 5:45 PM Eyewitness News 5:30pm - 6pm :30 MUPTV51H \$1,500.00 NM									
18	09/07/12	09/07/12	Eyewitness News	6pm - 6:30pm	----F--	:30	1	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 ----F-- 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 Eyewitness News 6pm - 6:30pm :00 \$600.00 NM Credited									
19	09/03/12	09/06/12	Eyewitness News	6pm - 6:30pm	1111---	:30	4	\$2,100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 1111--- 4 \$2,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number
Murphy For Senate 2012	September 3 - September	11731

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	09/03/12	09/06/12	Eyewitness News	6pm - 6:30pm	1111---	:30	4	\$2,100.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/03/12 6:28 PM Eyewitness News 6pm - 6:30pm :30 MUPTV51H \$2,100.00 NM 2 WFSB Tu 09/04/12 6:15 PM Eyewitness News 6pm - 6:30pm :30 MUPTV51H \$2,100.00 NM 3 WFSB W 09/05/12 6:13 PM Eyewitness News 6pm - 6:30pm :30 MUPTV51H \$2,100.00 NM 4 WFSB Th 09/06/12 6:14 PM Eyewitness News 6pm - 6:30pm :30 MUPTV51H \$2,100.00 NM									
20	09/06/12	09/06/12	Inside Edition	7pm - 7:30pm	---T---	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 ---T--- 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Th 09/06/12 7:26 PM Inside Edition 7pm - 7:30pm :30 MUPTV51H \$1,200.00 NM									
21	09/06/12	09/06/12	National Convention	10pm-11pm	---T---	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 ---T--- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Th 09/06/12 National Convention 10pm-11pm :00 \$4,500.00 NM Credited									
22	09/09/12	09/09/12	Big Brother	8pm - 9pm	-----S	:30	1	\$1,800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----S 1 \$1,800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 09/09/12 9:27 PM Big Brother 8pm - 9pm :30 MUPTV51H \$1,800.00 NM									
23	09/07/12	09/07/12	Eyewitness News	11PM - 11:35PM	----F--	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 ----F-- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 09/07/12 11:34 PM Eyewitness News 11PM - 11:35PM :30 MUPTV51H \$500.00 NM									
24	09/03/12	09/06/12	Eyewitness News	11PM - 11:35PM	1111---	:30	4	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 1111--- 4 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 09/03/12 11:25 PM Eyewitness News 11PM - 11:35PM :30 MUPTV51H \$1,200.00 NM 2 WFSB Tu 09/04/12 11:34 PM Eyewitness News 11PM - 11:35PM :30 MUPTV51H \$1,200.00 NM 3 WFSB W 09/05/12 11:39 PM Eyewitness News 11PM - 11:35PM :30 MUPTV51H \$1,200.00 NM 4 WFSB Th 09/06/12 11:24 PM Eyewitness News 11PM - 11:35PM :30 MUPTV51H \$1,200.00 NM									
25	09/08/12	09/08/12	Eyewitness News	11PM - 11:35PM	-----S-	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----S- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 09/08/12 11:10 PM Eyewitness News 11PM - 11:35PM :30 MUPTV51H \$500.00 NM									
26	09/09/12	09/09/12	Eyewitness News	11PM - 11:35PM	-----S	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----S 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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26	09/09/12	09/09/12	Eyewitness News	11PM - 11:35PM	-----S	:30	1	\$500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 09/09/12 11:59 PM Eyewitness News 11PM - 11:35PM :30 MUPTV51H \$500.00 NM									
27	09/09/12	09/09/12	Criminal Mtns	1135pm-1235am	-----S	:30	1	\$75.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----S 1 \$75.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 09/09/12 1:08 AM Criminal Mtns 1135pm-1235am :30 MUPTV51H \$75.00 NM									
28	09/09/12	09/09/12	Mentalist	10pm - 11pm	-----S	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----S 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 09/09/12 11:10 PM Mentalist 10pm - 11pm :30 MUPTV51H \$1,200.00 NM									
29	09/09/12	09/09/12	7a-9a Sun Eyewitness Ne	7am-9am	-----S	:30	1	\$450.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----S 1 \$450.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 09/09/12 7:22 AM 7a-9a Sun Eyewitness News 7am-9am :30 MUPTV51H \$450.00 NM									
30	09/09/12	09/09/12	CBS Sunday Morning	9:00am - 10:30am	-----S	:30	2	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----S 2 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WFSB Su 09/09/12 9:06 AM CBS Sunday Morning 9:00am - 10:30am :30 MUPTV51H \$800.00 NM 1 WFSB Su 09/09/12 9:33 AM CBS Sunday Morning 9:00am - 10:30am :30 MUPTV51H \$800.00 NM									
31	09/09/12	09/09/12	The Good Wife	9pm - 10pm	-----S	:30	1	\$1,200.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/03/12 09/09/12 -----S 1 \$1,200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 09/09/12 10:14 PM The Good Wife 9pm - 10pm :30 MUPTV51H \$1,200.00 NM									
Total Spots							49		

Payment Terms Net 30 Days

<u>Gross Total</u>	\$46,450.00
<u>Agency Commission</u>	\$6,967.50
<u>Net Amount Due</u>	\$39,482.50

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